



Rob Caldeira

Senior Product Manager, Focus Enhancements

Title

Metadata

Abstract

The sheer volume of video and other media assets produced today can represent nothing short of a logistical nightmare for many organizations. While the revolution of tapeless acquisition has streamlined the acquisition workflow and reduced the industry's dependence on videotape-based storage, pinpointing a digital file is no easy task. All too often, organizations fail to take advantage of their existing assets, simply because they don't know what they already have!

Through the introduction of Media Asset Management (MAM) solutions, acquisition, storage and retrieval of digital media assets are drastically streamlined and can save organizations significant time and money. As a result, organizations and individuals are looking closer at MAM solutions where growing interest is created to better understand the key enabling technologies driving these solutions.

Robert Caldeira, Senior Product Manager for Focus Enhancements will be presenting one such enabling MAM technology – metadata. Caldeira will explain and explore the key role of metadata in content; what it means to the new retrieval-friendly workflow; and how this affects organizations today and into the future.

Biography

For the past 20 years, Rob Caldeira has been a major force in the video systems industry, with a strong emphasis in file-based media storage and management. As Senior Product Manager at Focus Enhancements, he currently leads the company's family of Media Asset Management and format conversion products. Prior to joining Focus Enhancements, Rob showed his entrepreneurial strength as president and founder of both VideoCarbon and nNovia, providers of OEM digital video recording solutions. Rob has also held various engineering positions throughout his career for industry storage leaders, including Quantum and Seagate.